

Appendix C




Chronology of 5 A Day Programmatic and Media Milestones

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| | | 1988 |
| Summer | Implementation of the National Cancer Institute (NCI) Capacity Building Grant—California 5 a Day Campaign | |
| | | 1991 |
| Summer | 5 A Day baseline survey of adult vegetable and fruit consumption, knowledge, and attitudes | |
| Fall/Winter | Produce for Better Health Foundation (PBH) incorporated 5 A Day concept approved by NCI Memorandum of Understanding (MOU) between NCI and PBH signed First NCI/PBH Strategic Planning Meeting PBH initiates retail component | |
| Winter | Test of 5 A Day campaign message (mall intercept) | |
| | | 1992 |
| Spring | Focus group research (six groups with target audiences) | |
| Summer | National 5 A Day campaign launched/Washington, DC, press conference Baseline survey results released | |
| Summer/Fall | Audience profiles created using the MRCA/DDB Needham Lifestyles Survey | |
| Fall | Briefings with major national consumer magazines NCI communications formative and tracking research begins 5 A Day Community Research Initiative request for applications (RFA) released—\$16M Omnibus survey ¹ tracking message awareness Content analysis of media coverage from July 1991 to June 1992 | |



Highlighted text indicates major programmatic milestones.

¹ Omnibus surveys: The 5 A Day Program includes questions on an omnibus survey three times a year to monitor consumer awareness of the 5 A Day message. Prior to 1998, the surveys were conducted four times a year.

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| Winter (Jan-Mar) | Media advisory group convened. National media strategy developed Selecting and profiling the core target audience for the 5 A Day media campaign (data comparison) |  |
| Spring | NCI Cancer Information Service outreach coordinators join effort to disseminate 5 A Day messages | |
| Summer | NCI initiates licensing of State health agencies Nine sites funded via 5 A Day RFA (73 applications) | |
| Fall | NCI and PBH launch first “National 5 A Day Week” First 5 A Day Week campaign 50 Governors sign proclamations in support of 5 A Day NCI introduces its quarterly 5 A Day <i>Media News</i> magazine Omnibus survey tracking program awareness |  |
| Winter (Nov-Dec) | First National Meeting for State Coordinators Content analysis of media coverage from July 1992 to October 1993 | |
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| Spring | Focus group research (eight African-American groups) |  |
| Summer | Interagency agreement with the Centers for Disease Control and Prevention—State Evaluation Grants begin 5 A Day pavilion at National Council of Negro Women's Black Family Reunion events in three major cities (Los Angeles, California, Chicago, Illinois, and Washington, DC) | |
| Fall | National 5 A Day Week 1994 featured a public service announcement (PSA) campaign “Three’s a Great Start. The Next Two Are Easy!” Common research questions/collaborative data analysis begins Omnibus survey tracking program awareness | |
| Winter | Content analysis of media coverage from November 1993 to October 1994 | |
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| Winter | 5 A Day social marketing case study research (10 focus groups with target audiences) The 5 A Day Logo: How Well Does It Communicate to Consumers? (mall intercepts) | |
| Summer | NCI begins program process evaluation Omnibus survey tracking program awareness (pre-5 A Day Week) | |
| Fall | National 5 A Day Week: “Take the 5 A Day Challenge” Alliance with the American Dietetic Association Omnibus survey tracking program awareness (post-5 A Day Week) | |
| Winter | Health styles survey to further examine the target audience | |

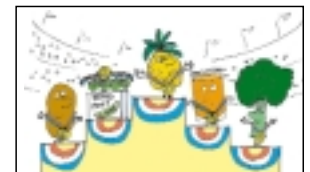
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| Winter | Initiate quarterly seasonal media packages |
| Spring | Omnibus survey tracking program awareness |
| Summer | Second NCI/PBH Strategic Planning Meeting NCI licenses U.S. Department of Defense |
| Fall | National 5 A Day Week: "Take the 5 A Day Challenge" with Olympic couple Bart Connors and Nadia Comeneci "Winning Ways With the Media" turnkey guide Omnibus survey tracking program awareness |



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| Winter | Test Graham Kerr radio spots (mall intercepts with target audiences) |
| Spring/ Summer | NCI launches "Do Yourself a Flavor" with Graham Kerr, 60-second radio news inserts |
| Summer | Omnibus survey tracking program awareness (pre-5 A Day Week) NCI licenses Indian Health Service |
| Fall | National 5 A Day Week media campaign: Tips for people "on the go" MOU with U.S. Department of Agriculture Food and Nutrition Service 5 A Day followup survey Omnibus survey tracking program awareness (post-5 A Day Week) |
| Fall/Winter | Radio inserts: Fall/winter flight (#1) of "Do Yourself a Flavor" with Graham Kerr |



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| Spring | Content analysis of media coverage from January 1997 to December 1997 |
| Spring/ Summer | Radio flight (#2) news inserts of "Do Yourself a Flavor" with Graham Kerr |
| Fall | National 5 A Day Week: "Taste a World of Variety" Omnibus survey tracking program awareness (post-5 A Day Week) |
| Fall/Winter | Radio flight (#3) news inserts of "Do Yourself a Flavor" with Graham Kerr Testing of preview of "Do Yourself a Flavor" television news inserts at Radio-Television News Directors' Association annual conference |
| Winter | NCI launches new Web site, www.5aday.gov First International Symposium |



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Spring NCI begins distribution of “Do Yourself a Flavor” with Graham Kerr to television stations
Radio inserts: Spring flight (#4) of “Do Yourself a Flavor”

Fall 5 A Day Program Expert Evaluation Group established
Radio flight (#5) and television flight (#1) news inserts of “Do Yourself a Flavor” with Graham Kerr
National 5 A Day Week: “Get Fit With 5”



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Winter (Jan-Mar) Consumer testing of Graham Kerr TV inserts

Spring Radio flight (#6) and television flight (#2) news inserts of “Do Yourself a Flavor” with Graham Kerr

Summer Television flight (#3) news inserts of “Do Yourself a Flavor” with Graham Kerr
Focus group research (12 focus groups conducted in three cities with African-American, Hispanic, and White men and women)

Fall National 5 A Day Week: Fruit and Vegetables, By Popular Demand
Radio flight (#7) and television flight (#4) news inserts of “Do Yourself a Flavor” with Graham Kerr

Winter (Nov) 5 A Day for Better Health Program Evaluation Report released

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Winter (Jan) Second International Symposium

Fall National 5 A Day Week: “Yes You Can”
National 5 A Day Meeting

